IN THE CLAIMS

Please amend the claims as follows:

1 - 18. (Canceled)

19.   (Currently Amended) A method to filter <u>an</u> electronic publication <u>published by a content publisher</u>, the method comprising:

content publishers, who publish electronic publications, registering the electronic publications with a server accessible by a plurality of clients;

registering [[an]] <u>the</u> electronic publication associated with a content provider; for each of the electronic publications, <u>the registering of the electronic publication including:</u>

the server randomly assigning a <u>randomly selected</u> unique address <u>to the electronic publication</u> to a respective the content publisher, provider.[[;]]

assigning [[an]] <u>a publication</u> identification <u>(ID)</u> to a respective <u>the electronic publication</u>, and

storing only the unique address, the identification, and a name of the respective publication in a database;

<u>registering content of the electronic publication based on computing a signature of the content and associating the signature with the electronic publication via the publication ID;</u>

receiving [[at]] <u>from</u> a client an electronic publication, <u>a request to determine whether the content is registered</u> from a content publisher; and

<u>providing the client with the publication (ID) based on</u> determining [[if]] <u>that</u> the content publisher has <u>is</u> registered the electronic publication with the server, <u>the publication ID allowing the client to associate the content with the electronic publication and to determine that the electronic publication is included in a subscribed list stored on the client.</u>

wherein the database further stores a subscribed list comprising a first set of electronic publications for which a subscription is unblocked and thus allowed to reach an inbox of the

client, and an unsubscribed list comprising a second set of electronic publications for which a subscription is blocked and are to be deleted instead of being placed in the inbox of the client.

20.   (Currently Amended) The method <u>as set forth in</u> [[of]] claim 19, wherein the determining [[if]] <u>that</u> the content publisher has <u>is</u> registered the electronic publication with the server comprises:

  <u>receiving a further signature of the content from the client, and</u>

  computing a signature of the publication; and

  sending the signature to the system to check if a <u>using the further signature as a key to</u> <u>search a database for the</u> signature corresponds to a registered publication, <u>which is</u> <u>associated with the electronic publication, via the publication ID</u>.

21.   (Currently Amended) The method <u>as set forth in</u> [[of]] claim 19, wherein the system <u>content publisher</u> is remote from the client.

22.   (Currently Amended) The method <u>as set forth in</u> [[of]] claim 19, further comprising: <u>wherein the client is to</u> placing <u>move</u> the publication <u>content</u> [[in]] <u>into</u> an inbox of the client if the publication is registered with the server <u>based on the content being associated</u> <u>with the electronic publication</u> and [[is]] <u>based on the electronic publication being included in</u> on the subscribed list.

23.   (Currently Amended) A method to manage mass publication deliver <u>delivery</u>, the method comprising:

  content publishers, who publish electronic publications, registering the publications with a server accessible by a plurality of clients;

  for each of the publications, the server randomly assigning <u>to a publication,</u> a unique address to <u>which</u> a respective content publisher[[,]] <u>is to deliver content associated</u> <u>with the publication;</u>

  assigning [[an]] <u>a publication</u> identification (ID) to a respective <u>the</u> publication [[,]] <u>and</u> <u>associating the publication ID with a signature of the content;</u> and

storing only the unique address, the identification, and a name of the respective

publication in a database,

receiving a request from a client to determine if [[a]] the ~~publication~~ content identified in

the request is ~~registered with the server~~ associated with the publication that is on a

subscribed list maintained by the client; and

~~checking if the publication is registered with the server; and~~

sending ~~a result of the checking~~ the publication ID to the client based on determining that

the content is associated with the publication, the publication ID allowing the client to

determine that the electronic publication is included in a subscribed list stored on the

client ~~content~~, and to move the content to a client inbox.

24.   (Currently Amended) The method as set forth in [[of]] claim 23, further

comprising:

receiving input related to the content from a plurality of separate clients; and

~~computing an index for each registered publication~~ rating the content based on the input,

wherein the ~~index~~ rating provides an indication of whether the content is spam. ~~how

many users in a community of users have indicated that the registered publication

published content is unwanted~~.

25.   (Currently Amended) The method as set forth in [[of]] claim 24, further

comprising sending the ~~index~~ rating to ~~the~~ a further client to determine a default characterization

of the content by the further client.

Please add the following new claims:

26. (New) A method of filtering content of a publication published by a content

publisher, the method comprising:

registering the publication by assigning a publication identification (ID) to the

publication on a server that is communicatively coupled with the content publisher

and a client;

registering the content by associating the content with the publication via the publication ID;

receiving a request from the client machine to determine whether the content is associated with the publication; and

providing the publication ID to the client based on the content being associated with the publication, the publication ID allowing the client to determine whether the publication is on a subscribed list that is stored on the client, and the client being configured to place the content in a client inbox, based on the user being subscribed to the publication.

27. (New) The method as set forth in claim 26, wherein the registering of the publication includes associating a publication name with the publication ID and a unique address to which the content is delivered by the content provider.

28. (New) The method as set forth in claim 26, wherein the registering of the content includes accessing the content at the unique address computing a signature of the content that includes data representative of the content; and storing the signature in the database with the publication ID.

29. (New) The method as set forth in claim 26, wherein the publication includes a mass email publication and the published content includes one or more email messages.

30. (New) A method for managing an inbox on a client machine, the method comprising:

receiving from a content publisher, content included in a publication;

querying a server to determine whether the content is registered;

in response to the request, receiving a publication identification (ID) identifying the publication and indicating that the content is registered with the server;

determining that a user is subscribed to the publication based on finding the publication identified by the publication ID in a subscribed list stored on the client machine; and

allowing the content to reach the inbox on the client machine based on the publication

being registered and the user being subscribed to the publication.

31. (New) The method for managing an inbox as set forth in claim 30, said

method further comprising:

determining that the user is not subscribed to the publication based on finding the

publication indentified by the publication ID in an unsubscribed list; and

blocking the content from reaching the inbox of the client machine based on the

publication being registered and the user not being subscribed to the publication.

32. (New) The method as set forth in claim 30, including performing an

authentication operation to authenticate the content publisher responsive to the receiving of the

content from the content publisher.

33. (New) The method as set forth in claim 32, wherein the authentication

operation includes sending authentication information received from the content publisher to the

server for verification of the authentication information.

34. (New) The method as set forth in claim 30, wherein the publication includes

a mass email publication and the content includes at least one email message.

35. (New) The method as set forth in claim 30, wherein the client provides a user

interface (UI) that includes an unblock button that is user-selectable to indicate to the client

machine that the publication is to be placed on the subscribed list, and a block button that is user-

selectable to indicate to the client machine that the publication is to place on the unsubscribed

list.